



This is an example of a focus group, it is one of the kinds of marketing research.



Often times surveys are conducted door to door, with marketers asking customers for their feelings about the products.

Chapter 10, Section 2 Creating And Improving Products



Marketing Research

Before a product can be released, marketers need to conduct research to improve their marketing techniques. Marketing research is finding solutions to problems through carefully designed studies that involve customers. There are five basic steps in marketing research:

1. Define the Marketing Problem
2. Study the Situation
3. Develop a Data Collection procedure
4. Gather and Analyze Information
5. Propose a Solution

All of these steps are important in the marketing process. It is one of the most important steps in developing a good product that you can sell to consumers.

Research Studies

Research studies are the different kinds of data collection that marketers use during marketing research. A simple survey is the most common research study. Focus groups are small groups that meet to discuss their feelings for a product. Observations and experiments are the other two kinds of marketing research and research studies.

Product Planning

A product is everything a business offers in order to satisfy a customer's needs. A product has many different parts to it, and each is essential to the product's success.

Parts of a Product:

The basic product is the simplest form of the product, it often isn't very flashy and is just a base model. Product features are additions and improvements made to the basic product. A lot of times new features are options given to customers. Options give the customer choices on product features and services. Packaging gives the product protection before use, so it is not damaged. In addition, brand name gives the products unique identities and makes them different. The final part of a product is the guarantee/warranty. Companies use this as a way to build customer confidence.



Product Planning Steps

There are six important steps companies follow when planning out their products. Following these steps makes the difference between a good and a great product.

Idea Development: Generate new product ideas

Idea Screening: Coming up with multiple ideas and then selecting the best

Strategy Development: design a strategy for product marketing

Production and Financial Planning: Developing plans for financing, and procedures for building the product.

Limited Production/ Test Marketing: Before full scale production, companies produce a small amount of products for testing.

Full Scale production: Product can be produced full scale if all the previous steps are completed

Services

Services are activities that get consumed at the same time they are produced. Services are intangible, which means that these products have no physical form. They are also inseparable, which means that the service is consumed at the same time as production.